

**What is claimed is:**

1. A system for enhancing a serial transmission with data and presenting it on a display comprising:

means for positioning and displaying the serial transmission on the display;  
at least one data collector supplying the data;

at least one viewer selectable graphics object having an appearance,  
wherein each of said at least one graphics object is connected to a  
corresponding one of said at least one data collector and wherein each  
graphics object appearance is modified according to the data of said  
corresponding one of said at least one data collector; and

means for positioning and presenting said at least one graphics object on  
the display.

2. A system as recited in claim 1, wherein the serial transmission is  
presented on the entire display.

3. A system as recited in claim 1, wherein presenting said at least one  
graphics object comprises superimposing said at least one graphics object on the  
serial transmission.

4. A system as recited in claim 1, wherein said at least one viewer  
selectable graphics object is connected to a corresponding one of said at least one  
data collector via a marshaller.

5. A system as recited in claim 1, wherein said at least one data collector  
includes at least one database.

6. A system as recited in claim 1, wherein the serial transmission is a television broadcast.

7. A system as recited in claim 1, wherein the data includes audience responses to an interactive question.

8. A system as recited in claim 1, wherein the data is collected in real time.

9. A system as recited in claim 1, wherein the serial transmission is a television broadcast.

10. A method for a viewer's customization of the presentation of a serial transmission and data on a display comprising:

positioning and displaying the serial transmission on the display;  
providing at least one graphics object having respective appearances;  
selecting at least one graphics object having an appearance;  
positioning said at least one graphics object on the display;  
providing at least one data collector having data;  
connecting said selected at least one graphics object to a corresponding one of said at least one data collector;  
transferring the data from said corresponding data collector to said at least one graphics object; wherein each graphics object appearance is modified according to the data of said corresponding data collector; and  
displaying said at least one graphic object on the display.

11. A method as recited in claim 10, wherein displaying the serial transmission comprises displaying the serial transmission on the entire display.

12. A method as recited in claim 10, wherein displaying said at least one graphics object comprises superimposing said at least one graphics object on the serial transmission.

13. A method as recited in claim 10, wherein the serial transmission is a television broadcast.

14. An interactive system for modifying graphics displayed with a serial transmission comprising:

means for requesting viewer input;

means for receiving and processing said viewer input and having an output;

at least one graphics object having an appearance;

means for modifying said appearance of said at least one graphics object connected to said receiving and processing means, wherein said at least one graphics object appearance is modified according to said output;

means for combining said output with the serial transmission to form an enhanced serial transmission.

15. A system as recited in claim 14, wherein said enhanced serial transmission is a television broadcast.

16. A system as recited in claim 14, wherein said combining means superimposing said at least one graphics object on the serial transmission.

17. A method for enhancing a serial transmission and displaying this enhanced transmission on a display comprising the steps of:

in a pre-production phase:

- creating a template including at least one graphics object;
- making the template available;

in a post production phase:

- providing a serial transmission;
- providing at least one data collector having data;
- acquiring said template;
- linking said at least one graphics object of the template to a corresponding data collector;
- modifying said at least one graphics object according to the real time modified data of the data collector; and
- displaying the combination of said serial transmission and said at least one graphics object on the display.

18. A method as recited in claim 17, wherein said template creating step is done on a personal computer.

19. A method as recited in claim 17, wherein the template is made available via a computer network.

20. A method as recited in claim 17, wherein said displaying step is done through a superimposition of the at least one graphics object on the serial transmission.